

This Listing of Claims will replace all prior versions and listings of claims in this application.

**LISTING OF CLAIMS:**

1. –26. (Cancelled)

27. (Previously Presented) A gaming apparatus comprising:

a housing;

a value-input device for receiving a medium of value;

an input device for receiving a wager;

a reel rotatable about an axis, said reel comprising;

a motor capable of rotating said reel and operatively coupled to a controller;

a support mechanism having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said support mechanism and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to display an indicium comprising a pattern of the plurality of addressable pixels and wherein said flexible display is operable to rotate about the axis;

a display driver for controlling the plurality of addressable pixels of said flexible display coupled to the support mechanism and operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium; and

the controller operatively coupled to said value-input device, said input device, said motor, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor;

said controller operable to i) detect a deposit of a medium of value ii) detect a wager; iii) cause said indicium to be displayed on said flexible display; iv) cause said motor to spin said reel; v) cause said motor to stop said reel; vi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, vii) select from a plurality of game play indicia the indicium to display on the flexible display wherein combinations of a selected set of game play indicia including the indicium are used to display outcomes for a slot game played on the gaming machine using the reel and the flexible display and

viii)dynamically change the indicium displayed on the flexible display during the operation of the gaming apparatus such that a first indicium displayed at a first time on the flexible display is removed from the flexible display at a later time; and

the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

28. (Previously Presented) The gaming apparatus of claim 27 wherein said controller is further programmed to display gaming instructions on the flexible display.

29. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible liquid crystal display.

30. (Previously Presented) The gaming apparatus of claim 27 wherein said controller is further programmed to display a simulation of game play on the flexible display.

31. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible light emitting diode display.

32. (Previously Presented) The gaming apparatus of claim 27 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus.

33. (Previously Presented) A gaming apparatus comprising:

a housing;

a value-input device for receiving a medium of value;

an input device for receiving a wager;

a reel rotatable about an axis, the reel comprising;

a support mechanism having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said support mechanism and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to display an indicium

comprising a pattern using the plurality of addressable pixels and wherein said flexible display is operable to rotate about the axis;

a display driver for controlling the plurality of addressable pixels of said flexible display operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium and

the controller operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor, said controller operable to i) cause said indicium to be displayed on said flexible display, ii) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, iii) select from a plurality of game play indicia the indicium to display on the flexible display wherein combinations of a selected set of game play indicia including the indicium are used to display outcomes for a slot game played on the gaming machine using the reel and iv) dynamically change the indicium displayed on the flexible display during the operation of the gaming apparatus such that a first indicium displayed at a first time on the flexible display is removed from the flexible display at a later time; and

the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

34. (Previously Presented) The gaming apparatus of claim 33 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

35. (Previously Presented) The gaming apparatus of claim 33 wherein said flexible display comprises a flexible liquid crystal display.

36. (Previously Presented) The gaming apparatus of claim 33 wherein said flexible display comprises a flexible light emitting diode display.

37. (Previously Presented) A gaming apparatus comprising:

a reel rotatable about an axis and having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said reel and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said reel at two points that define endpoints of

an arc of said circumferential region having a central angle of at least ninety degrees, and wherein said flexible display is adapted to display an indicium comprising a pattern using the plurality of addressable pixels and wherein said flexible display is operable to rotate about the axis; and

a controller operatively coupled to said flexible display, said controller comprising a processor and a memory operatively coupled to said processor; said controller operable to i) cause said indicium to be displayed on said flexible display ii) select from a plurality of game play indicia the indicium to display on the flexible display wherein combinations of a selected set of game play indicia including the indicium are used to display outcomes for a slot game played on the gaming machine using the reel and the flexible display, iii) receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus and iv) determine a value associated with an outcome of a wager-based game played on the gaming apparatus;

a communication interface for communicating with the remote device and  
the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

38. (Original) The gaming apparatus of claim 37 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

39. (Previously Presented) The gaming apparatus of claim 37 wherein said flexible display comprises a flexible liquid crystal display.

40. (Previously Presented) The gaming apparatus of claim 37 wherein said flexible display comprises a flexible light emitting diode display.

41. (Previously Presented) The gaming apparatus of claim 27, wherein a portion of the game play indicia are themed.

42. (Previously Presented) The gaming apparatus of claim 33, wherein a portion of the game play indicia are themed.

43. (Previously Presented) The gaming apparatus of claim 37, wherein a portion of the game play indicia are themed.

44. (Previously Presented) The gaming apparatus of claim 33 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus.
45. (Previously Presented) The gaming apparatus of claim 33 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.
46. (Previously Presented) The gaming apparatus of claim 37 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.
47. (Previously Presented) The gaming apparatus of claim 33, further comprising a motor for rotating the reel.
48. (Previously Presented) The gaming apparatus of claim 47, wherein the controller is further programmed to control a spin of the reel using the motor.
49. (Previously Presented) The gaming apparatus of claim 37, further comprising a motor for rotating the reel.
50. (Previously Presented) The gaming apparatus of claim 49, wherein the controller is further programmed to control a spin of the reel using the motor.
51. (Previously Presented) The gaming apparatus of claim 37, further comprising a display driver adapted for displaying the indicium on the flexible operatively coupled to the controller.
52. (Previously Presented) The gaming apparatus of claim 51, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.
53. (Previously Presented) The gaming apparatus of claim 33, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

54. (Previously Presented) The gaming apparatus of claim 27, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.

55. (Previously Presented) The gaming apparatus of claim 33, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.

56. (Previously Presented) The gaming apparatus of claim 37, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.

57. (Previously Presented) The gaming apparatus of claim 27, wherein the indicium is selected based upon a theme.

58. (Previously Presented) The gaming apparatus of claim 57, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.

59. (Previously Presented) The gaming apparatus of claim 33, wherein the indicium is selected based upon a theme.

60. (Previously Presented) The gaming apparatus of claim 59, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.

61.-62 (Cancelled).

63. (Previously Presented) The gaming apparatus of claim 27, further comprising one or more additional reels.

64. (Previously Presented) The gaming apparatus of claim 33, further comprising one or more additional reels.

65. (Previously Presented) The gaming apparatus of claim 37, further comprising one or more additional reels.

66. (Previously Presented) The gaming apparatus of claim 27, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

67. (Previously Presented) The gaming apparatus of claim 33, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

68. (Previously Presented) The gaming apparatus of claim 37, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

69. (Previously Presented) The gaming apparatus of claim 27, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

70. (Previously Presented) The gaming apparatus of claim 33, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

71. (Previously Presented) The gaming apparatus of claim 37, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

72. (Currently Amended) A gaming apparatus comprising:  
a housing;  
a value-input device for receiving a medium of value;

an input device for receiving a wager;  
 a reel rotatable about an axis, the reel comprising;  
     a support mechanism having a outer circumferential region;  
     a display mounted on said outer circumferential region of said support mechanism, said display substantially conforming to a curvature of the outer circumferential region, said display comprising a plurality of addressable pixels, wherein the display is operable to display an indicium comprising a pattern using the plurality of addressable pixels and wherein said display is operable to rotate about the axis;  
     a display driver for controlling the plurality of addressable pixels of said display operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium and  
     the controller operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor, said controller being programmed to i) cause said indicium to be displayed on said display, ii) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, iii) select from a plurality of game play indicia the indicium to display on the display wherein combinations of a selected set of game play indicia including the indicium are used to display outcomes for a slot game played on the gaming machine using the reel and the display and iv) dynamically change the indicium displayed on the display during the operation of the gaming apparatus such that a first indicium displayed at a first time on the flexible display is removed from the flexible display at a later time; and  
     the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

73. (Previously Presented) The gaming apparatus of claim 72, wherein said display comprises one or more flexible components.

74. (Previously Presented) The gaming apparatus of claim 72, wherein said flexible display comprises a flexible liquid crystal display.

75. (Previously Presented) The gaming apparatus of claim 72 wherein said flexible display comprises a flexible light emitting diode display.



76. (Previously Presented) The gaming apparatus of claim 72, wherein a portion of the game play indicia are themed.

77. (Previously Presented) The gaming apparatus of claim 72 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus.

78. (Previously Presented) The gaming apparatus of claim 72 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the display.

79. (Previously Presented) The gaming apparatus of claim 72, further comprising a motor for rotating the reel.

80. (Previously Presented) The gaming apparatus of claim 72, wherein the controller is further programmed to control a spin of the reel using the motor.

81. (Previously Presented) The gaming apparatus of claim 72, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

82. (Previously Presented) The gaming apparatus of claim 72, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

83. (Previously Presented) The gaming apparatus of claim 72, wherein the indicium is selected based upon a theme.

84. (Previously Presented) The gaming apparatus of claim 72, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.

85. (Previously Presented) The gaming apparatus of claim 72, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.

86. (Previously Presented) The gaming apparatus of claim 72, further comprising one or more additional reels.